

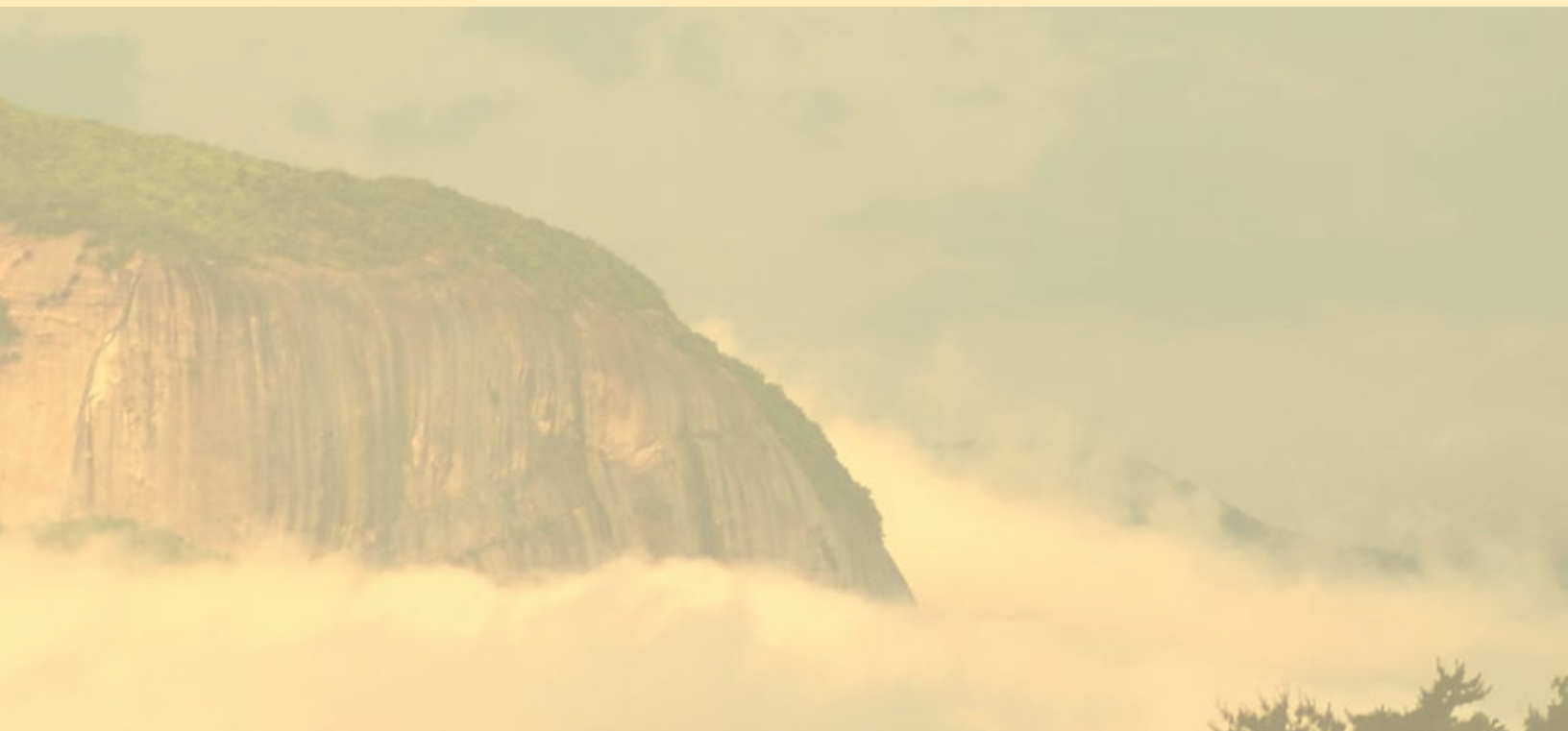


# NASPD

SOUTH  CAROLINA

September 8-11, 2015

Embassy Suites Greenville  
Golf Resort & Conference Center  
Greenville, South Carolina



Exhibitor and Sponsor Brochure



## WELCOME

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### *from Phil Gaines*

#### ***Dear Partners and Friends,***

The National Association of State Park Directors (NASPD) is a dynamic organization dedicated to the promotion and advancement of America's state parks. The association is comprised of the nation's 50 state park directors. Each year, we gather to discuss new ideas, celebrate our successes and learn about trends in the world of state parks. Exhibitors and vendors showcasing services and products is a critical component of the annual conference.

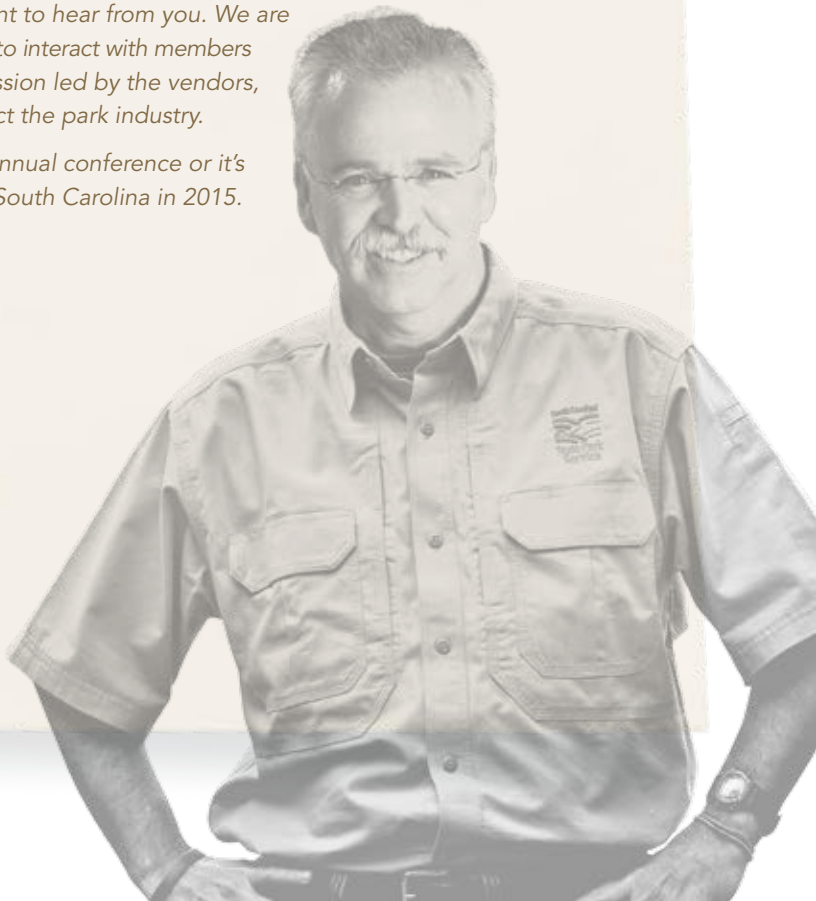
It is my hope that you will be with us at next year's conference in Greenville, South Carolina. Nestled in the foothills of the Blue Ridge Mountains, Greenville has combined traditional southern charm, stunning natural beauty and an unexpected, contemporary feel to create one of the country's fastest growing cities. From a revitalized downtown ranked among *Forbes'* "America's Ten Best", to several signature state parks, you will soon be saying, "Yeah, that Greenville!" Located near Interstate 85, close to the Greenville-Spartanburg International Airport, you will find Greenville to be very accessible.

The NASPD is proud to be able to provide you with various opportunities to interact with state park directors and their staff in both a formal and informal setting. It is important for you to feel that you are a part of this conference and take home memorable experiences, valuable information and great contacts. In order to better serve you and prepare for the 2015 conference in Greenville, I would like to meet with each of you to discuss and solicit your input on how we can improve the vendor experience. From booth time, to less traditional opportunities for networking, I want to hear from you. We are already planning some exciting opportunities to interact with members here in South Carolina, including a general session led by the vendors, and highlighting trends and topics that impact the park industry.

Whether you are a longtime sponsor of our annual conference or it's your first year, we would love to have you in South Carolina in 2015.

See you in Greenville!

**Phil Gaines**  
South Carolina State Parks Director





## WELCOME

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*from Priscilla Geigis*

### *Dear Vendor,*

Each year, millions of people visit our state parks all across the country creating memories with their families and friends. These park experiences are critical to our quality of life and the health of our local economies. Time spent in nature fosters shared stewardship of our resources to ensure that these special places can be enjoyed now and by future generations.

We are passionate about our parks and about providing the best possible experience for our visitors to enjoy the diversity of our nation and have fun recreating in our parks. We know you share this passion and commitment.

As a supporter of our state parks, you know that parks don't run themselves. Many people are involved in all aspects of park management, including you. The products and services you offer help us provide careful stewardship of our properties, run our park operations more efficiently and create memorable experiences for our visitors.

We have been so fortunate to have vendors support our annual conference each year and we invite you to join us in South Carolina in 2015. State Parks Director Phil Gaines and his South Carolina State Parks team are working hard to prepare an agenda filled with ample time for attendees to meet you and learn about your innovative strategies and products, and how you and your business can help address a particular need. As our partners, we value your contribution in discussions and learning sessions and look forward to sharing ideas. In South Carolina, we'll experience great southern hospitality and an energizing forum as we fulfill our collective mission to connect people to our treasured state parks across the nation.

Whether you are a long-time sponsor of our annual conference or 2015 will be your first year, we want to thank you for your commitment and support of our state parks. Please mark your calendar for September 8-11, 2015 to join us in South Carolina!

Many thanks,

**Priscilla Geigis, NASPD President**  
Massachusetts Director of State Parks and Recreation





## EXHIBITOR *and Sponsor Benefits*

### Exhibitor and Sponsor Benefits

*Get unparalleled interaction with top level state park officials.*

As an exhibitor or sponsor at the National Association of State Park Directors Conference, you'll have the unique opportunity to spend several days with state park directors and other top level park officials from across the United States.

- Exhibitors and sponsors receive two or more full registrations, allowing you to participate in all conference functions side-by-side with the attendees, including speakers, field trips, meals and pre-conference activities over the five-day conference.

*Receive high exposure for your message.*

- All conference breaks will take place in the exhibit booth area, giving you the opportunity to showcase your products and interact with members of the group in an informal setting.

- The conference can handle large equipment, which means you have the exceptional opportunity to allow conference attendees to engage and interact with your quality products.
- Several sponsorship opportunities exist to allow you to find the right fit for your message and budget. Sponsors will be recognized throughout the conference.
- All exhibitors and sponsors will be recognized in the conference booklet so attendees can have continuous exposure to your name and message throughout the conference and beyond.

*Share insight on common goals.*

- Get the inside scoop about trends and issues important to our shared industry and target market. Hot topics include the role of parks in health and fitness, connecting children to nature, and partnerships and innovations to address funding challenges.





## EXHIBIT INFO-BOOTH DETAILS

### *and Hotel Information*

### Exhibitors

The Embassy Suites Greenville Golf Resort & Conference Center will be home to the conference and all exhibitors.

### Enhanced Exhibit Booth Details

Cost \$5,000

#### Includes:

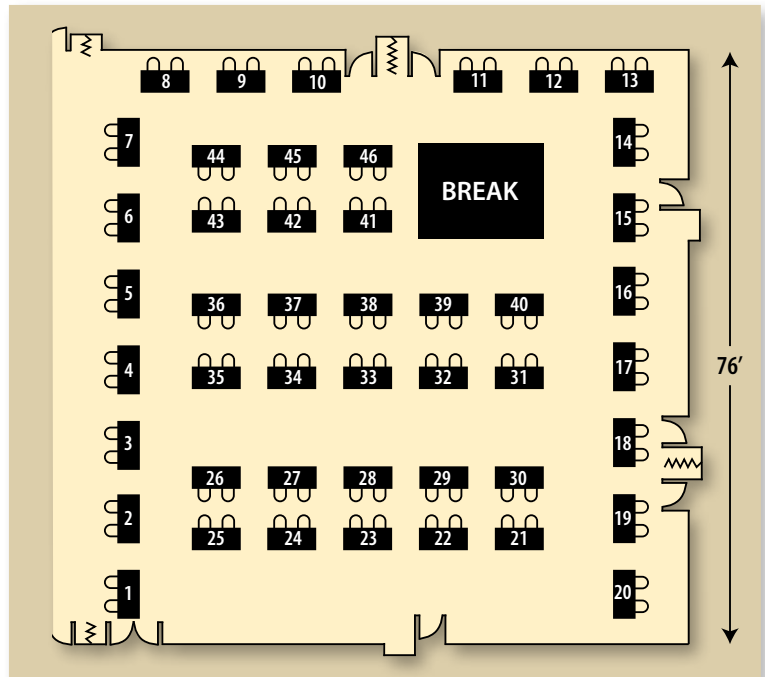
- Booth size depends on your needs
- Pipe and drape separating booths
- Two 6-foot tables with tablecloth
- Four chairs
- Electrical
- Wi-Fi access
- Three full conference registrations

### Standard Exhibit Booth Details

Cost \$2,000

#### Includes:

- 10 x 10 foot booth space
- Pipe and drape separating booths
- One 6-foot table with tablecloth
- Two chairs
- Electrical
- Wi-Fi access
- Two full conference registrations



The exhibitor is responsible for cost related to shipping, storage and transfer. All arrangements must be made by August 3, 2015. Contact Ashley Berry at [aberry@scprt.com](mailto:aberry@scprt.com) or 803-734-1086.

Booth location may be selected by the vendor based on when payment is received and the level of sponsorship. Early registration and payment is encouraged to get in on this opportunity.





## SPONSOR RULES

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### *and Regulations*

#### **1. Payment:**

Payment in full, made payable to the **Beautiful Places Alliance** must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the trade show contract and mail it with your payment to the address indicated on the form by July 31, 2015.

#### **2. Registration and Admission:**

No one will be permitted without a conference name badge. Any and all exhibitors must be registered with the conference.

#### **3. Installation and Dismantling:**

All booths must be set-up by 8am on Wednesday, September 9 for opening session. All booths must be dismantled by 5pm on Thursday, September 10. Any items left by the sponsor after 5pm on Thursday will be thrown away.

##### **Installation Hours:**

|                      |          |
|----------------------|----------|
| Tuesday, September 8 | 10am–4pm |
|----------------------|----------|

##### **Exhibit Hours:**

|                        |         |
|------------------------|---------|
| Wednesday, September 9 | 8am–3pm |
| Thursday, September 10 | 8am–3pm |

##### **Dismantle Hours:**

|                        |       |
|------------------------|-------|
| Thursday, September 10 | 3–5pm |
|------------------------|-------|

#### **4. Protection of Host Property:**

Sponsors will not be allowed to attach anything to walls or columns (decorations, signs, banners, etc.) without approval of host property. The use of scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage, which they may cause.

#### **5. Sub-Leasing/Relocation of Exhibits:**

No subletting or sharing of exhibit space is permitted. The NASPD reserves the right to reassign space as necessary and reserves the right to alter the location of the exhibit space(s) shown on the official floor plan. The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

#### **6. Liability:**

The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property which may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the NASPD and the South Carolina Department of Parks, Recreation & Tourism, its contractors and the host property from any liability whatsoever.

#### **7. Termination or Interruption of Trade Show:**

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the tradeshow is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the NASPD and the South Carolina Department of Parks, Recreation & Tourism.

## Platinum \$10,000

### *Available Opportunities:*

- Tuesday evening dinner
- Wednesday evening dinner
- Thursday evening awards banquet dinner

### *Benefits:*

- 4 full conference registrations
- 10 x 10 foot standard booth exhibitor space at no additional cost or enhanced exhibit space for an additional \$2,000.
- Tabletop advertisements at sponsored meals
- Specific mention at sponsored event
- Special placement as the largest sponsor designation in the conference booklet
- Logo placement during the conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference website and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5x11 inches)
- \$250 gift certificate to spend in our retail shop
- Opportunity to include item in the conference tote bag

## Gold \$5,000

### *Available Opportunities:*

- Wednesday luncheon
- Thursday luncheon
- Hospitality Suite (Tuesday - Thursday)
- Conference tote bags

### *Benefits:*

- 3 full conference registrations
- 10 x 10 foot standard booth exhibitor space for \$1,000
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference website and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5x11 inches)
- \$100 gift certificate to spend in our retail shop
- Opportunity to include item in the conference tote bag

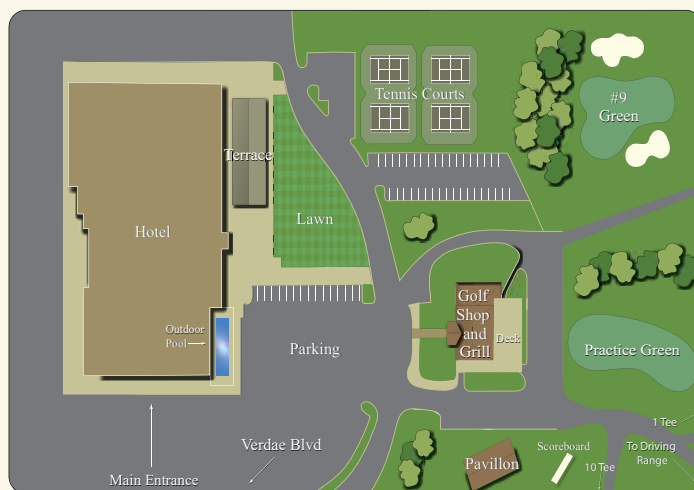
## Silver \$3,000

### *Available Opportunities:*

- Wednesday morning break
- Wednesday turn-down service
- Thursday morning break
- Thursday turn-down service
- Friday off-site tour
- Name tags
- Conference pens
- On-site agenda
- Golf outing sponsor

# SPONSORSHIPS

## Information



## Silver \$3,000 - (cont.)

### *Benefits:*

- 2 full conference registrations
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference website and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5x11 inches)
- \$50 gift certificate to spend in our retail shop
- Opportunity to include item in the conference tote bag

## Friend of NASPD \$500 or above

General contributions are also accepted. For a monetary donation of \$500 or more, you will be included in the conference program and acknowledged the group as your gift is used to support specific items during the conference. Please indicate your contribution amount on the exhibitor/sponsor registration form. Please complete the enclosed exhibitor/sponsor registration form online.

You can register online using check or credit card. Payment must be received within 30 days of registering to secure your spot at the conference.



## TRANSPORTATION, LODGING

### *and Registration*

#### **Lodging**

Located in the foothills of the Blue Ridge Mountains and minutes from downtown Greenville, SC, Embassy Suites Greenville Golf Resort & Conference Center offers all-suite comfort and beautiful surroundings.

Our hotel is in the heart of mid-town Greenville and situated on more than 100 acres of green space and surrounded by our par-72 championship golf course, The Preserve at Verdae. The winning combination of conference hotel with resort amenities offers the perfect destination for groups and meetings! We feature 19 meeting rooms, on-site golf, four lighted tennis courts, indoor and outdoor pools and an on-site fitness facility.

Each guestroom is a full two-room suite with private bedroom with one king size bed or two double beds and separate living room with sofa bed, well-lit work area, wet bar, microwave, coffee maker and refrigerator, two telephones, two televisions and high speed internet access. All overnight guests receive our famous full cooked-to-order breakfast daily, and two hour reception each evening served in our Atrium.

If you are flying into Greenville-Spartanburg International Airport, complimentary hotel shuttle transportation is provided between 6am and midnight. Simply call the hotel upon landing (**864-676-9090**) and our bellman will be dispatched to welcome you curbside at baggage

claim. Those driving into Greenville will be welcomed with ample complimentary parking on the hotel grounds.

We look forward to welcoming the National Association of State Park Directors to Embassy Suites Greenville!

Exhibitors and sponsors are responsible for reserving and paying for their own lodging during the conference.

#### **Transportation**

The Greenville-Spartanburg International Airport  
2000 GSP Drive, Greer, South Carolina 29651

GSP International Airport is located 10 miles from the hotel. GSP will be the main airport for flights into the conference.

Conference staff will provide transportation to and from the Greenville-Spartanburg International Airport. Flight schedules will be collected as part of the individual registration process.

If you choose to stay at another location, you are responsible for your own transportation to the Embassy Suites Greenville Golf Resort & Conference Center.

#### **Registration**

All exhibitor booth workers must be registered for the conference to attend meals and functions. You may purchase registrations in addition to those provided with your exhibitor booth or sponsorship.

Checks are accepted. Please make checks payable to: ***Beautiful Places Alliance. Mail to SC State Park Service, Attn: Ashley Berry, 1205 Pendleton Street, Suite 251, Columbia, SC 29201.***

#### **For more information:**

##### ***Ashley Berry***

SC State Park Service  
*aberry@scprt.com*  
803-734-1086



# MICHELIN RECOMMENDS

## must-do experiences

*You could spend weeks discovering all that the Greenville area has to offer, but if you can't stay that long, Michelin recommends these top attractions.*

### Liberty Bridge

A visit to Greenville is not complete without seeing the city's iconic suspension bridge, which spans the Reedy River above Falls Park. *See p21.*

### Falls Park

Walk or bike along the Reedy River through this landscaped, 32-acre park, located in the center of downtown Greenville. *See p20.*

### Main Street

Greenville's tree-lined, award-winning Main Street is a sight to see in its own right, but also for the shops, galleries and restaurants you'll find here. *See p20.*

### Museums on Heritage Green

Three blocks west of Main Street, Greenville's cultural campus boasts four museums, the main library and a theater. *See p14.*

### Greenville for Foodies

Greenville is garnering more and more attention for its food scene these days, so be sure to sample the cornucopia of tasty cuisines that abounds throughout the area. *See DELICIOUS.*

### Night on the Town

After dinner, treat yourself to an entertaining performance at The Peace Center, the Bon Secours Wellness Arena, or one of several local theaters. *See BEHOLD.*

### Greenville Health System Swamp Rabbit Trail

Walk or rent a bike and travel this terrific 17.5-mile path that traces the Reedy River between downtown Greenville and Travelers Rest. *See p41.*

### Greenville Drive

Catch all the exciting baseball action at Fluor Field at the West End, a scale-replica of Boston's Fenway Park. Come cheer for Greenville's Class A affiliate of the Boston Red Sox baseball team. *See p30.*



### Village of West Greenville

Encompassing the Pendleton Arts District, the Village of West Greenville is the up-and-coming go-to neighborhood for artists' studios and galleries. *See p15.*

### Greenville Zoo

Kids and adults alike love this 14-acre zoo, home to Kiko, a giraffe born here in October 2012. *See p21.*

### Museum & Gallery at Bob Jones University

Tucked away on the BJU campus, the museum houses a remarkable collection of European Old Master paintings. *See p14.*

### BMW Zentrum

The visitor center at BMW's manufacturing facility tells the story of this German automaker, complete with displays of some of the many vehicles the company has produced over the years. *See p20.*

### Greenville History Tours

What better way to get to know Greenville than to take this tour—one of Greenville's Signature Experiences—and walk or drive through the city's historic neighborhoods? *See p50.*

### TD Saturday Market

If you're in town on a Saturday between early May and late October, be sure to swing through the Saturday farmers' market on Greenville's Main Street for a taste of local produce. *See p76.*

*Ready for more? Take a drive and do some hiking in the Blue Ridge Mountains, see a waterfall, visit a farmers' market, and discover some of the region's many historical treasures.*

### Cherokee Foothills Scenic Highway

The 130mi length of Highway 11 winds through mountains and farmland from Fair Play to Gaffney. There is much to discover along the way, including terrific views galore. *See p37.*

### Caesars Head State Park

Part of the pristine Mountain Bridge Wilderness Area, the park offers a number of hiking trails, notably a 2mi trail that leads to 420-foot-high Raven Cliff Falls. *See p37.*

### Campbell's Covered Bridge

A drive through northern Greenville County brings you to this 1909 covered bridge, the only one of its kind left in South Carolina. *See p24.*

### Poinsett Bridge

This graceful, arched stone bridge, named for South Carolina statesman Joel Poinsett, has spanned Little Gap Creek for 194 years. *See p24.*

### Visit a Local Farmers' Market

A host of Upcountry farms provide fresh produce, meat and more for local residents and restaurants. Stop by one of the many area farmers' markets and sample something fresh from the farm. *See p78.*



Photos – Above: View from Caesars Head State Park. Opposite: Everyone enjoys Greenville!





# CONFERENCE

## *Agenda*



### **National Association of State Park Directors Conference**

Greenville, South Carolina September 8-11, 2015

#### **Tuesday, September 8**

##### Preconference Activities

|          |                                       |
|----------|---------------------------------------|
| 1-5pm    | Registration table open               |
| 1-4pm    | NASPD board meeting                   |
| 3:15-4pm | NASPD and NASORLO joint board meeting |
| 4-5:30pm | NASPD new director orientation        |
| 6-9pm    | Opening Reception                     |
| 9pm      | Hospitality suite opens               |

#### **Wednesday, September 9**

##### Spouse tours offered

|               |                                            |
|---------------|--------------------------------------------|
| 7-8am         | Breakfast/registration                     |
| 8-9:15am      | Welcome                                    |
| 9:15-10:45am  | Business meeting                           |
| 10:45-11:30am | Break with exhibitors                      |
| 11am-Noon     | Keynote/general session                    |
| Noon-1:30pm   | Lunch                                      |
| 1:30-3pm      | Breakouts/or general session               |
| 6-9:30pm      | BBQ and bluegrass at Table Rock State Park |
| 9:30pm        | Hospitality Suite                          |

#### **Thursday, September 10**

##### Spouse tours offered

|               |                                       |
|---------------|---------------------------------------|
| 7-8am         | Breakfast with exhibitors             |
| 8-8:15am      | Call to order/announcements           |
| 8:15-9:45am   | Breakout sessions                     |
| 9:45-10:30am  | General session/vendor led            |
| 10:30-11:15am | Break with exhibitors                 |
| 11:15am-Noon  | Great Ideas general session           |
| Noon-1:30pm   | Lunch – Bear Trap and Survivor Awards |
| 1:30-2:30pm   | Business meeting                      |
| 2:30-3:15pm   | Break with exhibitors                 |
| 3:15-4:15pm   | Breakouts                             |
| 4:15-5pm      | Closing remarks                       |
| 5pm           | New director feedback                 |
| 6:30-7pm      | Reception                             |
| 7-10pm        | Awards banquet/hospitality suite      |

#### **Friday, September 11**

|          |                                               |
|----------|-----------------------------------------------|
| 7-8am    | Breakfast/NASPD board meeting                 |
| 8am      | Day long tour of parks                        |
| 6-8:30pm | Lowcountry Feast at Paris Mountain State Park |
| 9pm      | Hospitality Suite                             |

**\*Schedule tentative. Subject to change.**



## EXHIBITOR & SPONSORSHIP

### *Contract*

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Sponsoring Company \_\_\_\_\_

Company Name *(as you wish it to appear on signage and listed in the on-site agenda)*

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Description of Product or Service \_\_\_\_\_

| Exhibitor Level                           | Sponsorship Level                           |
|-------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Enhanced \$5,000 | <input type="checkbox"/> Platinum \$10,000+ |
| <input type="checkbox"/> Standard \$2,000 | <input type="checkbox"/> Gold \$5,000+      |
|                                           | <input type="checkbox"/> Silver \$3,000+    |
|                                           | <input type="checkbox"/> Friend \$500+      |

Event you wish to sponsor *(if applicable)* \_\_\_\_\_

Date/Time \_\_\_\_\_

Dollar amount of sponsorship \$ \_\_\_\_\_

I have read and agree to the specific Rules & Regulations as stated on pages 5-8 of this brochure.

I also understand that sponsorship opportunities are available on a first-come, first-served basis and that the NASPD must receive this contract along with full payment by August 3, 2015 in order to reserve sponsorship.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please make checks payable to the Beautiful Places Alliance and return with this form to:*

**Ashley Berry**

**South Carolina State Park Service**

1205 Pendleton Street, Suite 251

Columbia, SC 29201

Fax # (803) 734-1017

Please feel free to call (803) 734-1086 or e-mail [aberry@scprt.com](mailto:aberry@scprt.com) with any questions or comments.

